



Job Specification for Strategist – Market Development

Number of Vacancy – 01

Location – Kolkata – West Bengal

Role: A target-oriented, commercially driven and proactive marketing professional with strong hands-on experience in sales, business development and market development. The candidate should be able to independently identify market opportunities, develop and execute marketing strategies, generate and convert leads, negotiate with buyers, close business, and build sustainable B2B and B2C sales channels for FPO products.

The role will lead the marketing and market development efforts for Farmer Producer Organisations (FPOs) promoted/supported by Udyogini, including product sourcing, market linkage, customer acquisition, channel development and sales growth, with a clear focus on market penetration, revenue generation and profitability.

The candidate should be comfortable with extensive field travel, direct engagement with buyers, distributors, retailers and FPOs, and working in an entrepreneurial environment where sales performance, commercial outcomes and measurable market impact are key indicators of success.

Key Responsibilities

1. Marketing & Market Development

- Develop and implement marketing and sales strategies for FPO products.
- Identify new markets, customer segments, geographies and sales channels.
- Conduct market research, competitor analysis and customer/consumer mapping.
- Develop product positioning, pricing and Go-to-Market (GTM) strategies.
- Identify market trends and translate them into business opportunities.
- Develop strategies for increasing product visibility, market penetration and sales.

2. B2B Sales & Business Development

- Identify, approach and onboard retailers, distributors, wholesalers, institutional buyers, modern trade, hotels, restaurants, corporate buyers and other potential customers.
- Generate and manage leads through systematic prospecting and follow-up.
- Develop and maintain a strong B2B sales pipeline.
- Conduct buyer meetings, product presentations, sampling and negotiations.
- Negotiate pricing, margins, payment terms, order quantities and commercial arrangements.
- Convert leads into customers and build long-term business relationships.
- Drive repeat orders and expansion of existing accounts.
- Achieve agreed sales, revenue, volume and margin targets.

3. B2C & Retail Marketing

- Develop B2C channels through retail, e-commerce, marketplaces, exhibitions, direct sales and other appropriate channels.
- Support product listings, promotions, customer engagement and online sales.
- Develop initiatives for customer acquisition, retention and repeat purchases.
- Monitor channel-wise sales and profitability.

4. FPO Product Sourcing & Coordination



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- Coordinate with FPOs to assess product availability, production capacity, seasonality and quality.
- Plan product sourcing and aggregation based on market demand and orders.
- Ensure timely availability of products as per buyer requirements.
- Coordinate on product specifications, quality, packaging and labelling.
- Work with FPOs to align production and supply with market requirements.

5. Product Development & Commercialisation

- Identify products with market potential and support their commercialisation.
- Support product development, packaging, labelling, pricing and positioning.
- Coordinate product sampling and incorporate buyer/consumer feedback.
- Analyse product performance and recommend improvements or new product opportunities.

6. Distribution & Supply Chain

- Develop and strengthen distributor and channel networks.
- Coordinate with FPOs, logistics partners and buyers for timely order fulfilment.
- Monitor inventory, dispatches and deliveries.
- Identify and resolve supply-chain issues affecting sales and customer satisfaction.
- Ensure that market commitments are aligned with product availability and supply capacity.

7. Customer & Key Account Management

- Build and maintain relationships with key customers and strategic accounts.
- Understand customer requirements and ensure timely resolution of issues.
- Track customer satisfaction, repeat orders and business growth.
- Develop strategies for customer retention and increased customer value.

8. Marketing Campaigns & Brand Promotion

- Plan and execute product promotion, exhibitions, trade fairs, buyer-seller meets and sampling activities.
- Coordinate with the communication/creative team for marketing collateral and product communication.
- Support digital and social media marketing initiatives linked to product sales.
- Track campaign performance based on leads, conversions, sales and ROI.

9. MIS, Analytics & Reporting

- Maintain sales and marketing MIS and sales pipeline data.
- Track sales, revenue, margins, leads, conversions, active buyers and repeat orders.
- Analyse product-wise and channel-wise performance.
- Prepare periodic reports, dashboards and market insights for management.
- Use data to identify gaps and recommend corrective actions.

Qualifications & Experience

- Bachelor's/Master's degree in Marketing, Business Administration, Sales, Commerce, Agriculture, Rural Management or a related field.
- 3–4 years of relevant experience in marketing, sales, business development, FMCG, food/agri-products, retail, e-commerce or rural enterprises.



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- Experience in FPOs, agriculture, food processing, rural products or farmer-owned enterprises will be an advantage.
- Candidates should have demonstrated experience in sales/business development and buyer acquisition. Candidates with only communication, branding or social media experience will not be preferred.

Key Skills & Competencies

1. **Sales & Business Development** – Ability to generate leads, acquire customers, convert opportunities, achieve sales targets, and drive revenue through B2B and B2C channels.
2. **Market Development & Customer Acquisition** – Ability to identify new markets, customer segments, distribution channels and business opportunities, and develop strategies for market penetration and growth.
3. **Negotiation & Relationship Management** – Strong ability to negotiate commercial terms, close deals, manage key accounts, build buyer relationships, and drive repeat business.
4. **Commercial & Analytical Acumen** – Understanding of pricing, margins, profitability, competition and market trends, with the ability to use sales data and MIS for business decisions.
5. **Execution, Ownership & Result Orientation** – Strong follow-up, problem-solving and execution skills, with the ability to independently manage targets, travel for market development, and deliver measurable business results.

Compensation: Fixed INR 420000 to INR 480000 per annum

Variable: On achieving Quarterly assigned Targets

How to Apply: Please share your updated CV to hr@udyogini.org along with a cover letter by September 18, 2026. Shortlisted candidates will be contacted for an interview. Do not forget to mention the name of the position in the subject line along with the location in your mail.